SHIPMENT/PLACEMENT CALENDAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
FEB.	19	20	21	22	23	24	25
	26	27	28				
MARCH				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	
APRIL							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30						

PROMOTION AGREEMENT

Promotion materials delivery date _____

Product delivery date _____

Placement dates _____

Display position (counter, floor, etc.) _____

Display placed by (SR, Store Personnel) _____

Authorized signature: _____

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COUNTRY STORE
Marlboro

BUY 4 PACKS GET 1 FREE

Promotion Dates
February 27 - April 28, 1995

FREE PACK
WITH PURCHASE OF 4

Poster

Dangler

40/80 Gravity Feed Floor Display
32"H x 13"W x 16 1/2"D

20 Deal Counter Display
21 3/4"H x 11 1/8"W x 14 5/16"D

Kit# 1
20 Deal Counter Display, 2 Posters, 2 Danglers, Dangling Arrow and 50 Catalogs
Kit# 2
40/80 Deal Gravity Feed Floor Display, 2 Posters, 2 Danglers, Dangling Arrow and 50 Catalogs

COUNTRY STORE
Marlboro

- Marlboro - America's #1 selling cigarette introduces your customers to the ALL NEW GEAR CATALOG - from the Marlboro Country Store.
- This multi-pack promotion rewards your customers with a FREE pack and lets them gear up faster!
- You win with the increased volume generated from a multi-purchase program.
- Impactful POS will introduce this valuable offer to your customers.

51853 5902

Source: https://www.industrydocuments.ucsf.edu/docs/lmkn0000

SHIPMENT/PLACEMENT CALENDAR

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
[illegible]	13	14	15	16	17	18
[illegible]	20	21	22	23	24	25
26	27	28	[illegible]	[illegible]	[illegible]	[illegible]

March

[illegible]			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

PROMOTION AGREEMENT

Promotion materials delivery date _____

Product delivery date _____

Placement dates _____

Display position (counter, floor, etc.) _____

Display placed by (SR, Store Personnel) _____

Authorized signature: _____

76703 [illegible]

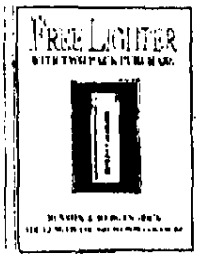
BENSON & HEDGES

FREE LIGHTER
With 2-Pack Purchase

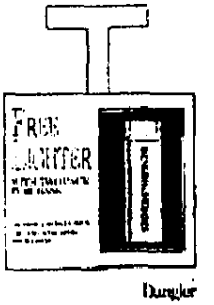
Promotion Dates
February 27 - March 31, 1995

FREE LIGHTER!
With 2-Pack Purchase

20 Deal Display
19 1/4"H x 12 7/8"W x 6 1/8"D



Poster
14"H x 11"W



Dangler
5"H x 2"W

P.O.S. Kit
20 Deal Display, Poster, Dangler and 20 Packs inclusive

BENSON & HEDGES 100's

- Increase multiple pack purchases with this 2-pack Free Lighter offer from Benson & Hedges.
- Your point-of-purchase selling power is strengthened with this compact 20-Deal display.
- Increase customer awareness with supporting P.O.S. materials.

51853 5903

Source: https://www.industrydocuments.ucsf.edu/docs/lmkn0000

SHIPMENT/PLACEMENT CALENDAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
February	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28				

March				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

PROMOTION AGREEMENT

Promotion materials delivery date _____

Product delivery date _____

Placement dates _____

Display position (counter, floor, etc.) _____

Display placed by (SR, Store Personnel) _____

Authorized signature: _____

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BENSON & HEDGES

FREE PORTABLE ASHTRAY
WITH CARTON PURCHASE

Promotion Dates
February 27 - March 31, 1995

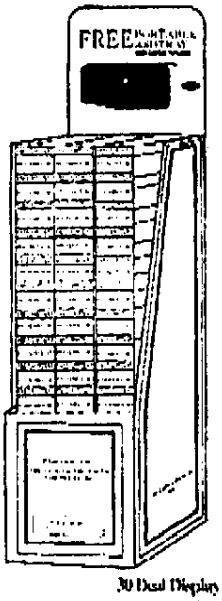
BENSON & HEDGES 100's

- Increase carton sales in your store with this valuable offer from Benson & Hedges.
- Free offers are crowd pleasers. Reward your customers with a FREE portable ashtray.
- Use this effective promotional kit to attract customers from all angles and to ensure maximum sell through.

FREE PORTABLE ASHTRAY!
With Carton Purchase

Poster
11"H x 14"W

Dangler
5"H x 5"W



30 Deal Display
48.36"H x 14"W x 13"D

P.O.S. Kit
30 Deal Display, Poster, Dangler, and 30 Ashtrays

51853 5904

Source: https://www.industrydocuments.ucsf.edu/docs/lmkn0000

SHIPMENT/PLACEMENT CALENDAR

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

PROMOTION AGREEMENT

Promotion materials delivery date _____

Product delivery date _____

Placement dates _____

Display position (counter, floor, etc.) _____

Display placed by (SR, Store Personnel) _____

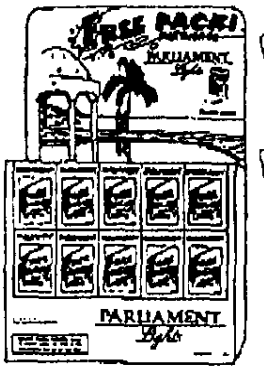
Authorized signature: _____

84373

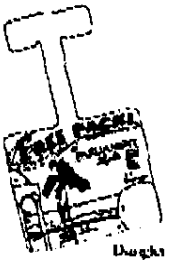
PARLIAMENT
Lights

Promotion Dates
February 27 March 31, 1995

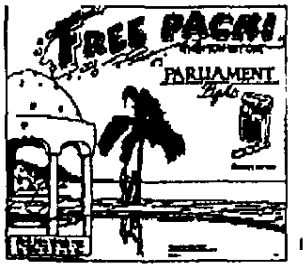
FREE PACK!
when you buy one



20 Deal Display
18 5/8" H x 13" W x 4 5/8" D



Dangler
5" H x 5" W



Poster
11" H x 14" W

POS Kit
20 Deal Display, Poster and Dangler

PARLIAMENT
Lights

- The time is now! Increase sales in your store with this multipack promotion!
- Offer your customers a FREE pack with every Parliament pack purchase.
- Build interest and store traffic with these splashy point-of-sale pieces.

51853 5905

Source: https://www.industrydocuments.ucsf.edu/docs/lmkn0000

SHIPMENT/PLACEMENT CALENDAR

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
[illegible]	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

PROMOTION AGREEMENT

Promotion materials delivery date _____

Product delivery date _____

Placement dates _____

Display position (counter, floor, etc.) _____

Display placed by (SR, Store Personnel) _____

Authorized signature: _____ _____

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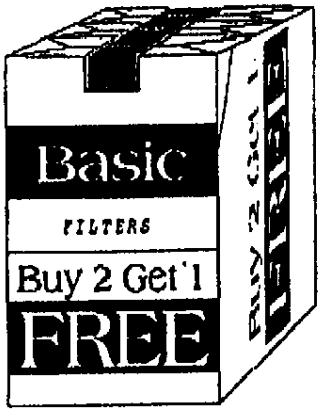
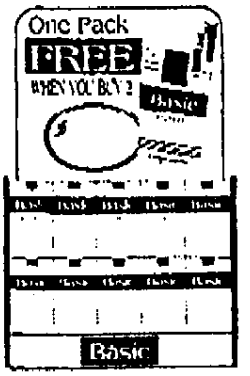
Basic

YOUR Basic® FREEBIE
Buy 2 Packs Get 1 Free



Promotion Dates
February 27 - March 31, 1995

FREE PACK!
with 2-Pack Purchase



40 Deal Display
18 1/2"H x 13"W x 9"D

Dangler
7"H x 5"W

Poster
14"H x 11"W

Kit #1	Kit #2
40 Deal Set Sell Display, Poster, and Dangler	40 Deal Display, 40 Sleeves, Poster, and Dangler

Basic

- Increase pack sales in your store with this proven winner!
- Reward your smokers with this free product offer.
- Display the supporting point-of-sale pieces to:
  - Communicate this valuable promotion
  - Strengthen your in-store visibility of Basic

51853 5906

Source: https://www.industrydocuments.ucsf.edu/docs/lmkn0000